

September 4th, 2008th

Dear Sir or Madam:

Announcing the First Annual Coachella Valley Howl'oween Parade of Pets!

On Saturday, October 18th, 2008 the Coachella Valley Recreation and Park District will host the First Annual *Howl'oween Parade of Pets* at Francis Hack Park at the La Quinta Community Center and Park. This is a one of a kind event never seen in the Coachella Valley, don't miss the inaugural year!

The ***Coachella Valley Howl'oween Parade of Pets*** is a day long celebration of children, families, and pets with a special Howl'oween twist. Between 10:00 am and 2:00 pm community information, business and service provider booths and vendors will be open to the public at Francis Hack Park at the La Quinta Community Center at 77-865 Avenida Montezuma, La Quinta. Throughout the day guests to the event can have their picture taken with their pet, play some of the carnival games available at the park or compete in one of the costume contests for pets and their owners. We would like to have exhibitions/demonstrations by organizations that work with or serve animals and their families during the day on the baseball diamond. The Parade of Pets will begin at 10:00 am at the La Quinta Community Center and travel through the streets of Old Town La Quinta, down Avenida Bermudas and then return back to the Community Center.

On behalf of the Coachella Valley Recreation and Park District, I would like to invite you to participate as a vendor and/or demonstrator in this extraordinary family event! Because you are a valuable member of the Coachella Valley community, we encourage you to display and/or sell materials and literature to the general public. This will be a great opportunity to promote you and your business. We are also looking for donors of prizes for the costume contests.

The event is free to the public and there is a \$25 vendor fee to display. We ask that you make available some kind of free item or service to the general public at the event; examples are: promotional water bottles, pencils, balls or offer a children's activity or game with a prize so that the children who attend the event will have a something to remember your business by.

There are a limited number of spaces available for this event so please register now. Standard spaces will be 10' x 10' and have no electrical or water access. You will need to have your own pop-up canopy for shade at the event.

The Coachella Valley Recreation and Park District will have a limited number of event packages with a canopy, table and 2 chairs available for rental for an additional \$40. If you would like to rent an event package Pre-Registration is required. There will be no additional packages available on the day of the event. If you rent a package through the CVRPD; the canopy, table and chairs will be setup prior to your arrival on the day of the event.

Please contact Kirsten Kiphart, Event Coordinator at 760.701.2626 or email kirsten@cvrpd.ca.gov to register or register online at www.cvrpd.ca.gov.

Sincerely,

Kirsten Kiphart
Event Coordinator
Coachella Valley Recreation and Park District
760.701.2626